

ABSTRACT OF THE DISCLOSURE

A system and method for permitting an entity to more effectively make use of a variety of available demographic-based, geographic-based, psychographic-based, and preference-based targeted benefits from a plurality of goods, services, information, and value providers; wherein the benefits are offered specifically to those entities qualified and/or eligible and/or entitled to receive said benefits, is disclosed. Various methods and systems for matching entities with benefits are also disclosed. An exemplary method includes: (1) making available a plurality of benefits; (2) examining this plurality of benefits to determine for which benefits entity is qualified or eligible to receive; and (3) providing notification of said "entity-is-qualified-for" benefits. The system includes a memory for storing entity/benefit-seeker information, benefit information with benefit provider information, and benefit correlation information. The system compares the entity information to the benefit information to determine those benefits, if any, to which the entity is qualified to utilize.